



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 05/09/00
AGENDA ITEM 3
WORK SESSION ITEM

TO: Mayor and City Council

FROM: William Ward, Councilmember

SUBJECT: Request for Disbursement from Special Travel Fund For City Related Travel

RECOMMENDATION:

That the City Council authorize the disbursement of funds from Council's Special Travel Fund for the purpose described in this request.

BACKGROUND:

In my official role as Chair of the City of Hayward Council's Downtown Committee I attended the Urban Land Institute Conference, held in Orlando, Florida from April 9 - 12, 2000.

I am requesting reimbursement of approximately \$1,679.72 for the necessary travel related expenses to attend this meeting.

Thank you for your favorable consideration of this request.

Requested by:

A handwritten signature in black ink, appearing to read "William Ward", is written over a horizontal line.

William Ward
Councilmember



Mizner Park, Boca Raton, Florida. Courtesy of Cooper Carry, Inc.

[Program](#) | [Speakers](#) | [Registration and Hotel](#)

Conference Focus

ULI and the Congress for the New Urbanism (CNU) are offering this three-day course, which will examine the fundamentals of new urbanist communities—site planning, market analysis, traffic flow, and the design of buildings and public spaces. Based on development patterns used prior to World War II, the new urbanism works to reintegrate the components of modern life—housing, workplace, shopping, and recreation—into compact, pedestrian-friendly, mixed-use neighborhoods linked by transit and set in a larger regional open-space framework. CNU has been at the forefront of the new urbanism movement since it was formed in 1993. This course will present techniques for restoring existing urban centers and towns and reconfiguring sprawling suburbs into communities.

Highlights

- Overcoming obstacles to financing new urbanist communities.
- Mixing residential, commercial, retail, civic, and recreational uses.
- Planning compact neighborhoods for easy pedestrian access.
- Moving traffic and parking cars.
- Planning the retail mix and location.
- Marketing, development phasing, and amenities.
- Financial performance.

Who Should Attend

Developers, builders, planners, architects, engineers, investors, lenders, politicians,

government employees, elected officials, and students.

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Monday, April 10, 2000

8:30 a.m.

Welcome

Robert S. Davis, chairman, Congress for the New Urbanism; J. Ronald Terwilliger, chairman, ULI—the Urban Land Institute; and Christopher B. Leinberger, conference chair.

9:00 a.m.

How It All Began

Andres Duany, principal of Duany Plater-Zyberk & Company, will present a short history of development and suburban growth patterns in the United States.

11:15 a.m.

Market Research for New Urbanist Communities

Todd Zimmerman of Zimmerman/Volk and Gregg Logan of Robert Charles Lesser, will describe how markets and market research for new urbanist projects differ from those for conventional developments.

12:30 p.m.

Luncheon Address: Case Study—King Farm

King Farm in Montgomery County, Maryland, is considered one of a new generation of new urbanist communities. The 430-acre project, comprising 3,200 residential units, offices, and retail space, is now about 25 percent developed. John Torti, president of Torti/Gallas CHK, will discuss the project and show how the new urbanism has matured.

2:15 p.m.

Taming Traffic for More Livable Communities

Providing opportunities for walking, bicycling, and transit while calming vehicle traffic is an essential element of the new urbanism. Chester "Rick" Chellman, a specialist in the traffic engineering aspects of new urbanist projects, will describe traffic calming, circulation, and transportation in new urbanist communities.

4:00 p.m.

Case Study: Prairie Crossing

Victoria Ranney, codeveloper of Prairie Crossing, outside Chicago, will discuss the project's focus on environmental sustainability and plans for a new town center to be located adjacent to a transit station.

4:45 p.m.

The Public Agency's Role

Jim Murley, director of the Florida Atlantic University/Florida International University Joint Center for Environmental and Urban Problems, will present a regional perspective on how developers can work with public agencies to change entitlements to comply with new urbanist development patterns.

6:00 p.m.

Reception

Tuesday, April 11, 2000

8:30 a.m.

Urban Revitalization and Infill Development

Infill development offers opportunities to enhance existing urban communities using the principles of the new urbanism. Robert Youngentob, president of Eakin/Youngentob, and Donald Carter, principal of Urban Design Associates, will present examples of successful infill projects.

10:15 a.m.

Lessons Learned: Using New Urbanist Techniques for Small-Scale Development

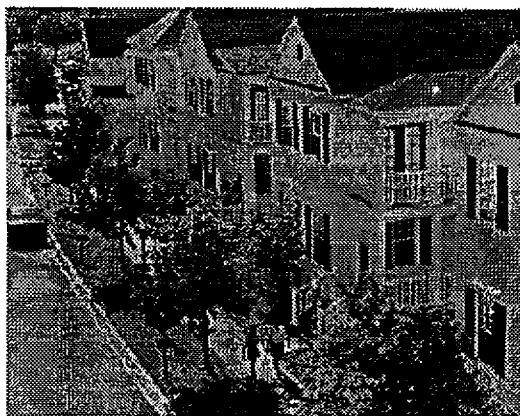
Minneapolis/St. Paul developer Robert Engstrom will share examples of a small scale developer's successes in using new urbanist techniques.

11:00 a.m.

Marketing the New Urbanism

Peter Katz will examine both successes and setbacks in new urbanist developments and discuss why conventional marketing strategies must be tailored to maximize the unique advantages of this type of development.

Celebration, Florida



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Afternoon and evening events focus on the planning, design, and development of Celebration, Florida, the Walt Disney Company's new urbanist community.

12:30 p.m.

Luncheon Address: Planning Celebration

Architect and planner Jaquelin Robertson will discuss the planning of Celebration, the ongoing evolution of the master plan, and the need to accommodate changes.

2:15 p.m.

Bus and Walking Tour of Celebration

Participants will see firsthand the results of the Celebration planning process. Speakers along the route will discuss the architecture, design, and unique features of this community.

3:45 p.m.

Building a Strong Foundation Through Community

Kathy Johnson, executive director of the Celebration Foundation, and Des Cummings, executive vice president of Florida Hospital, will discuss the lifestyle and amenities that make Celebration an attractive place to live.

4:30 p.m.

Builders Panel

A panel of national, regional, and local homebuilders who have built homes in Celebration will discuss working in communities that have strict controls and that use multiple builders.

5:30 p.m.

Dinner

Participants will have the opportunity to dine on their own at one of four restaurants in Celebration's town center, or return to the hotel.

7:30 p.m.

Building Neighborhoods: The Impact of Architecture on How People Live

Noted architect Robert A.M. Stern will speak at the Disney Institute; a panel discussion will follow. Supported by SunTrust.



Wednesday, April 12, 2000

8:30 a.m.

Zoning for the New Urbanism

In some jurisdictions, the new urbanism is illegal! A panel of planners and developers will discuss zoning codes that work and jurisdictions that have revised their codes to be compatible with new urbanist principles.

9:45 a.m.

Multifamily Housing in New Urbanist Communities

A representative of Post Properties will describe the rewards and difficulties of developing multifamily housing in new urbanist communities.

11:00 a.m.

Retail Development and Town Centers

The town center concept poses many challenges for developers. Ralph Epstein, principal of Epstein Properties, LLC; Henry Miller III, president of Henry S. Miller Interests, Inc.; and Maureen McAvey, director of business development for Federal Realty Investment Trust, will discuss the planning, fiscal, and leasing hurdles involved in bringing a successful retail center to a new urbanist community.

12:45 p.m.

Luncheon Address

Peter Calthorpe, one of the founders of the Congress for the New Urbanism, will present an overview of the new urbanism.

2:30 p.m.

Community Building—Beyond Bricks and Mortar

A panel discussion on community will cover elements ranging from a legal definition of community to architectural components to sociological factors. Speakers will include sociologist David Brain of the University of South Florida; attorney Doris Goldstein; and developer Randy Lyon.

3:45 p.m.

Financing and Investing in New Urbanist Communities

A panel will discuss the business side of the new urbanism.

5:00 p.m.

Closing Remarks[Return to Top](#)

Conference Chair

Christopher B. Leinberger
Managing Director and Co-Owner
Robert Charles Lesser & Co.
Santa Fe, New Mexico

Christopher Leinberger is managing director of Robert Charles Lesser & Co., a leading independent real estate consulting firm. He also is a partner in the Arcadia Land Company, a development firm that combines town founding and land stewardship. Leinberger is a nationally recognized authority on metropolitan development trends. Currently, he is involved in the revitalization of downtown Albuquerque.

Keynote Speakers

Jaquelin T. Robertson
Partner
Cooper, Robertson & Partners
New York, New York

Jaquelin Robertson, an internationally recognized architect and planner, has been a partner with Cooper, Robertson since 1988. Previously, he was dean of the school of architecture at the University of Virginia. Robertson was an author of the AIA National Growth Policy and served as chairman of the Design Arts Program Policy Committee for the National Endowment for the Arts.



Robert A.M. Stern
Founder and Senior Partner
Robert A.M. Stern Architects
New York, New York

Robert A.M. Stern is a practicing architect and dean of the Yale School of Architecture. Over its 30-year history, his firm has developed an international reputation in residential, commercial, and institutional design. Stern has written numerous books and been the subject of many others, most recently *Robert A.M. Stern: Buildings and Projects 1993–1998*. In 1986, Stern hosted *Pride of Place: Building the American Dream*, an eight-part documentary television series.

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[Click here for a list of speakers.](#)

ULI—the Urban Land Institute

ULI is a nonprofit education and research Institute that is supported by its members. Its mission is to provide responsible leadership in the use of land in order to enhance the total environment.

ULI sponsors educational programs and forums to encourage an open international exchange of ideas and sharing of experience; initiates research that anticipates emerging land use trends and issues and proposes creative solutions based on that research; provides advisory services; and publishes a wide variety of materials to disseminate information on land use and development.

Established in 1936, the Institute today has more than 15,000 members and associates in 50 countries representing the entire spectrum of land use and development disciplines. ULI's educational program is a multifaceted endeavor, designed to improve the level of expertise of preprofessional and professional land use and development practitioners.

The Congress for the New Urbanism

Since 1993 the Congress for the New Urbanism has advocated the restructuring of public policy and development practices to support the restoration of existing urban centers and towns within coherent metropolitan regions. CNU, a nonprofit membership organization, addresses the confluence of community, economics, environment, and design in our cities, and asserts that these issues must be addressed simultaneously through urban design and planning.

Program Planners

Adrienne Schmitz

Director, Real Estate Development Practice, ULI—the Urban Land Institute

Gayle Berens

Vice President, Real Estate Development Practice, ULI—the Urban Land Institute

Shelley Poticha

Executive Director, Congress for the New Urbanism

Christopher Hudson

Deputy Director, Congress for the New Urbanism

Robert S. Davis

Chairman, Congress for the New Urbanism

Robert Engstrom

President, Robert Engstrom Companies

Christopher B. Leinberger

Managing Director and Co-Owner, Robert Charles Lesser & Co.

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